



**Louisiana Office of Alcohol and Tobacco
Control
Commissioner Chad Brown**



	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
VALID FOR 2/01/2026 through 2/28/2026																		
10 Packs per Carton																		
PHILLIP MORRIS BRANDS																		
MARLBORO MAINLINE MENTHOL PACKINGS																		
MARLBORO KING MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO 100 MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO GOLD KING MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO GOLD 100 MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO GOLD 100 MENTHOL SOFT	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO SILVER KING MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO SILVER 100 MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO BLUE 83 MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO BLUE 100 MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO SMOOTH KING MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO SMOOTH 100 MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO ICE KING MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO ICE 100 MENTHOL BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO MENTHOL SMOOTH ICE BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO MENTHOL BOLD ICE BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$14.00	\$90.97	\$9.10
MARLBORO MAINLINE NON-MENTHOL PACKINGS (RED)																		
MARLBORO KING BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO KING SOFT	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO 100 BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO 100 SOFT	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO KING BOX 25s	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO KING BOX 5PK	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO 835 KING BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO GOLD KING BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO GOLD KING SOFT	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO GOLD 100 BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO GOLD 100 SOFT	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO GOLD KING BOX 25s	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO GOLD KING BOX 5PK	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO SILVER BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO SILVER 100 BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO BLEND NO. 27 KING BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO BLEND NO. 27 KING SOFT	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO BLEND NO. 27 100 BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO SOUTHERN CUT KING BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO GOLD LABEL																		
MARLBORO GOLD LABEL BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$44.70	\$55.80	\$5.58
MARLBORO GOLD LABEL 100 BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$44.70	\$55.80	\$5.58
MARLBORO RED LABEL																		
MARLBORO RED LABEL BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO RED LABEL 100 BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$16.50	\$84.00	\$8.40
MARLBORO BLACK NON-MENTHOL																		
MARLBORO BLACK NON MENTHOL FILTER BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70	\$50.80	\$5.08
MARLBORO NON MENTHOL BLACK SPECIAL SELECT BOX & 100s BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70	\$50.80	\$5.08
MARLBORO EDGE BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70	\$50.80	\$5.08
MARLBORO BLACK MENTHOL																		
MARLBORO MENTHOL BLACK SPECIAL BLEND KING BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70	\$50.80	\$5.08
MARLBORO MENTHOL BLACK SPECIAL BLEND 100 BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70	\$50.80	\$5.08
MARLBORO NXT KING BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70	\$50.80	\$5.08
MARLBORO MIDNIGHT KING MENTHOL BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70	\$50.80	\$5.08
MARLBORO MENTHOL SLATE BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70	\$50.80	\$5.08
MARLBORO MENTHOL SLATE 100 BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$44.70</td		



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VALID FOR 2/01/2026 through 2/28/2026	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																	
MARLBORO SPECIAL SELECT PACKINGS-																	
MARLBORO SPECIAL SELECT GOLD KING BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$17.00	\$83.50
MARLBORO SPECIAL SELECT GOLD 100 BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$17.00	\$83.50
MARLBORO SPECIAL SELECT RED KING BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$17.00	\$83.50
MARLBORO SPECIAL SELECT RED 100 BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$17.00	\$83.50
MARLBORO SPECIAL BLEND GREEN KING BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$17.00	\$78.50
MARLBORO SPECIAL BLEND GREEN 100 BOX	\$77.84	2.80	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20		\$0.90	\$90.10	\$5.4059	\$95.50	\$17.00	\$78.50
MARLBORO 72's																	
MARLBORO 72s BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$22.00	\$78.50
MARLBORO 72s GOLD BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$22.00	\$78.50
MARLBORO 72s SILVER BOX	\$82.34	2.80	\$0.80	\$80.34	\$10.80	\$91.14	\$2.73	\$93.87		\$93.87		\$0.94	\$94.81	\$5.6889	\$100.50	\$22.00	\$78.50
MARLBORO 72s GREEN BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$22.00	\$82.97
MARLBORO 72s BLACK BOX	\$86.34	2.80	\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$22.00	\$82.97
MERIT																	
MERIT GOLD PACK FILTER KING BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76
MERIT BLUE PACK FILTER KING BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76
MERIT BLUE PACK 100s FILTER BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76
PARLIAMENT																	
PARLIAMENT BLUE PACK FILTER LONG SIZE BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$20.00	\$97.54
PARLIAMENT WHITE PACK FILTER LONG SIZE BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$20.00	\$97.54
PARLIAMENT WHITE PACK 100s FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$20.00	\$97.54
PARLIAMENT WHITE PACK MENTHOL FILTER LONG SIZE BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$20.00	\$97.54
PARLIAMENT WHITE PACK 100s MENTHOL FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$20.00	\$97.54
PARLIAMENT SILVER PACK FILTER LONG SIZE BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$20.00	\$97.54
PARLIAMENT SILVER PACK MENTHOL FILTER LONG SIZE BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$20.00	\$97.54
PARLIAMENT GREEN PACK MENTHOL FILTER LONG SIZE BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$20.00	\$97.54
VIRGINIA SLIMS																	
VIRGINIA SLIMS FILTER 100 BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS GOLD PACK 100s FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS GOLD PACK 120s FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS SILVER PACK 100s FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS SILVER PACK 120s FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS SUPERSLIMS FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS MENTHOL FILTER 100s BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS GOLD PACK 100s MENTHOL FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS GOLD PACK 120s MENTHOL FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS SILVER PACK 100s MENTHOL FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54
VIRGINIA SLIMS SILVER PACK 120s MENTHOL FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54



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Commissioner Chad Brown**



	VALID FOR 2/01/2026 through 2/28/2026	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
10 Packs per Carton																		
VIRGINIA SLIMS SUPERSLIMS MENTHOL FILTER BOX	\$94.84		\$0.95	\$95.79	\$10.80	\$106.59	\$3.20	\$109.79		\$109.79		\$1.10	\$110.89	\$6.6533	\$117.54	\$5.00	\$112.54	\$11.25
BASIC FILTER 20s KING BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC FILTER 20s 100 BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC GOLD PACK 20s KING BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC GOLD PACK 100s	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC BLUE PACK KING BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC BLUE PACK 100s BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC MENTHOL FILTER KING BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC GOLD PACK MENTHOL FILTER KING BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC GOLD PACK MENTHOL FILTER 100 BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC SILVER PACK MENTHOL FILTER KING BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BASIC SILVER PACK 100s MENTHOL FILTER BOX	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$34.30	\$42.05	\$4.20
BENSON & HEDGES 100s FILTER BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76	\$13.08
BENSON & HEDGES LUXURY 100s FILTER BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76	\$13.08
BENSON & HEDGES DELUXE 100s FILTER BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76	\$13.08
BENSON & HEDGES 100s MENTHOL FILTER BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76	\$13.08
BENSON & HEDGES LUXURY 100s MENTHOL FILTER BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76	\$13.08
BENSON & HEDGES DELUXE 100s MENTHOL FILTER BOX	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76	\$13.08
BENSON & HEDGES KING SIZE	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76	\$13.08
BENSON & HEDGES MENTHOL GREEN	\$106.70		\$1.07	\$107.77	\$10.80	\$118.57	\$3.56	\$122.13		\$122.13		\$1.23	\$123.36	\$7.4014	\$130.76	\$0.00	\$130.76	\$13.08
CHESTERFIELD FILTER KING BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44		\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$0.00	\$77.56	\$7.76
CHESTERFIELD 100s FILTER BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44		\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$0.00	\$77.56	\$7.76
CHESTERFIELD MENTHOL FILTER KING BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44		\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$0.00	\$77.56	\$7.76
CHESTERFIELD MENTHOL 100s FILTER BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44		\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$0.00	\$77.56	\$7.76
CHESTERFIELD BLUE BOX FILTER KING	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44		\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$0.00	\$77.56	\$7.76
CHESTERFIELD BLUE 100 BOX KING	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44		\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$0.00	\$77.56	\$7.76
L&M FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M 100s FILTER BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M BLUE PACK FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M BLUE PACK 100s FILTER BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M TURKISH BLEND FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M TURKISH BLEND 100s FILTER BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M MENTHOL FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M 100s MENTHOL FILTER BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M BOLD MENTHOL FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M SIMPLE TOBACCO ORANGE FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M SIMPLE TOBACCO YELLOW FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M SIMPLE TOBACCO BLUE FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
L&M SIMPLE TOBACCO GREEN FILTER KING BOX	\$77.74		\$0.78	\$78.52	\$10.80	\$89.32	\$2.68	\$92.00		\$92.00		\$0.92	\$92.92	\$5.5752	\$98.49	\$4.50	\$93.99	\$9.40
NATS ORIG FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83		\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS YELLOW FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83		\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS BLUE FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83		\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS MENTHOL FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83		\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
CAMEL REGULAR FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
CAMEL CLASSIC BLUE 99 BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46
CAMEL CLASSIC BLUE BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46
CAMEL CLASSIC FILTER 99 BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46
CAMEL CLASSIC FILTERS BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46
CAMEL CLASSIC GOLD BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46
CAMEL CLASSIC GOLD BOX 99	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9322	\$104.80	\$20.16	\$84.64	\$8.46
CAMEL CRUSH BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$15.66	\$89.14	\$8.91



Louisiana Office of Alcohol and Tobacco Control

Commissioner Chad Brown



VALID FOR 2/01/2026 through 2/28/2026	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	0.01	0.06	Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
	10 Packs per Carton																	
CAMEL CRUSH MEN SILVER BOX FSC	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$15.66	\$89.14	\$8.91		
CAMEL CRUSH MENTHOL BOX FSC	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$15.66	\$89.14	\$8.91		
CAMEL CRUSH RICH BOX**	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$15.66	\$89.14	\$8.91		
CAMEL CRUSH SMOOTH MENTHOL BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$15.66	\$89.14	\$8.91		
CAMEL CRUSH SMOOTH MENTHOL SILVER BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$15.66	\$89.14	\$8.91		
CAMEL CRUSH SMOOTH SILVER MENTHOL BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$15.66	\$89.14	\$8.91		
CAMEL GOLD BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46		
CAMEL JADE BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46		
CAMEL JADE SILVER BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46		
CAMEL ROYAL BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46		
CAMEL SILVER BOX	\$83.40		\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89	\$97.89	\$0.98	\$98.87	\$5.9323	\$104.80	\$20.16	\$84.64	\$8.46		
CAMEL CLASSIC BLUE	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37		\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL CLASSIC FILTERS	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL NO. 9 MENTHE RC BOX FSC	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL NO. 9 RC BOX FSC	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL CLASSIC PLATINUM BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL CLASSIC WIDES BLUE BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL CLASSIC WIDES FILTERS BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL CLASSIC WIDES MENTHOL BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL CLASSIC WIDES MENTHOL SILVER BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL TURKISH GOLD BOX FSC	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL TURKISH ROYAL BOX FSC	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAMEL TURKISH SILVER BOX FSC	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37	\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17		\$118.17	\$11.82		
CAPRI MAGENTA SUPER SLIM 100 BOX FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CAPRI MAGENTA SUPER SLIM 120 BOX FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CAPRI MENTHOL INDIGO SUPER SLIM 100 BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CAPRI MENTHOL INDIGO SUPER SLIM 120 BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CAPRI MENTHOL JADE SUPER SLIM 100 BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CAPRI VIOLET SUPER SLIM 100 BOX FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CARLTON 100 BOX RC FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CARLTON 120 FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CARLTON MENTHOL BOX 100 RC FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CARLTON MENTHOL 120 FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
CARLTON RC FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
DORAL GOLD 100 BOX FSC	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73		\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DORAL GOLD FSC BOX	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73	\$51.73	\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DORAL MENTHOL BOX FSC	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73	\$51.73	\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DORAL MENTHOL GOLD 100 BOX FSC	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73	\$51.73	\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DORAL MENTHOL BOX FSC	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73	\$51.73	\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DORAL RED 100 BOX FSC	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73	\$51.73	\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DORAL RED FSC BOX	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73	\$51.73	\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DORAL SILVER 100 BOX FSC	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73	\$51.73	\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DORAL SILVER BOX FSC	\$102.30	63.28	\$0.40	\$39.42	\$10.80	\$50.22	\$1.51	\$51.73	\$51.73	\$0.52	\$52.25	\$3.1348	\$55.38	\$16.66	\$38.72	\$3.87		
DUNHILL INTERNATIONAL RED	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
DUNHILL INTERNATIONAL GREEN BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
DUNHILL INTERNATIONAL BLUE BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
DUNHILL FINE CUT BLACK BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
DUNHILL FINE CUT WHITE BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82	\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
ECLIPSE BOX FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
GPC CLASSIC GOLD 100 BOX	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41	\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32		
GPC CLASSIC GOLD BOX	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41	\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32		
GPC CLASSIC MENTHOL 100	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41	\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32		
GPC CLASSIC MENTHOL GOLD 100	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41	\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32		



Louisiana Office of Alcohol and Tobacco Control
Commissioner Chad Brown



VALID FOR 2/01/2026 through 2/28/2026	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																		
GPC CLASSIC MENTHOL GOLD KS	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
GPC CLASSIC MENTHOL KS	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
GPC CLASSIC MENTHOL SILVER 100	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
GPC CLASSIC NON-FILTER	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
GPC CLASSIC RED 100 BOX	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
GPC CLASSIC RED BOX	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
GPC CLASSIC SILVER 100 BOX	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
GPC CLASSIC SILVER BOX	\$108.90		\$1.09	\$109.99	\$12.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
KAMEL RED GENUINE ORIGINAL BOX	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
KAMEL RED GENUINE SMOOTH TASTE BOX	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
KENT CLASSIC 100S	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
KENT CLASSIC KING	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
KENT GOLD 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
KENT GOLD KING	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
KENT III SILVER	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
KENT III SILVER 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
LUCKY STRIKE FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
LUCKY STRIKE ACTIVATE BLUE BOX*	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE ACTIVATE GREEN KING BOX*	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE GOLD 100 BOX	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE GOLD BOX	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE MENTHOL 100 BOX	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE MENTHOL BOX	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE MENTHOL SILVER 100 BOX	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE MENTHOL SILVER BOX	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE RED 100 BOX	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
LUCKY STRIKE RED BOX	\$61.85		\$0.62	\$62.47	\$10.80	\$73.27	\$2.20	\$75.47		\$75.47		\$0.76	\$76.23	\$4.5737	\$80.80	\$31.16	\$49.64	\$4.96
MISTY BLUE 100 BOX FSC	\$98.90		\$0.99	\$99.89	\$10.80	\$110.69	\$3.32	\$114.01		\$114.01		\$1.15	\$115.16	\$6.9096	\$122.07	\$0.00	\$122.07	\$12.21
MISTY BLUE 120 BOX FSC	\$98.90		\$0.99	\$99.89	\$10.80	\$110.69	\$3.32	\$114.01		\$114.01		\$1.15	\$115.16	\$6.9096	\$122.07	\$0.00	\$122.07	\$12.21
MISTY MENTHOL GREEN 100 BOX FSC	\$98.90		\$0.99	\$99.89	\$10.80	\$110.69	\$3.32	\$114.01		\$114.01		\$1.15	\$115.16	\$6.9096	\$122.07	\$0.00	\$122.07	\$12.21
MISTY MENTHOL GREEN 120 BOX FSC	\$98.90		\$0.99	\$99.89	\$10.80	\$110.69	\$3.32	\$114.01		\$114.01		\$1.15	\$115.16	\$6.9096	\$122.07	\$0.00	\$122.07	\$12.21
MISTY MENTHOL SILVER 100 BOX FSC	\$98.90		\$0.99	\$99.89	\$10.80	\$110.69	\$3.32	\$114.01		\$114.01		\$1.15	\$115.16	\$6.9096	\$122.07	\$0.00	\$122.07	\$12.21
MISTY ROSE 100 BOX FSC	\$98.90		\$0.99	\$99.89	\$10.80	\$110.69	\$3.32	\$114.01		\$114.01		\$1.15	\$115.16	\$6.9096	\$122.07	\$0.00	\$122.07	\$12.21
MONARCH CLASSIC GOLD BOX	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
MONARCH CLASSIC MENTHOL	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
MONARCH CLASSIC MENTHOL 100	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
MONARCH CLASSIC MENTHOL GOLD	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
MONARCH CLASSIC MENTHOL GOLD 100	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
MONARCH CLASSIC RED 100	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
MONARCH CLASSIC RED BOX	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41		\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32
MORE GOLD SLIM 120	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
MORE MENTHOL SILVER SLIM 120	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
MORE MENTHOL SLIM 120	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
MORE SLIM 120	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43
NEWPORT MENTHOL BLUE 100 BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09		\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42
NEWPORT MENTHOL BLUE BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09		\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42
NEWPORT MENTHOL 100 BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09		\$1.04	\$104.13	\$6.2480	\$110.38	\$23.66	\$86.87	\$8.69
NEWPORT MENTHOL KING BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09		\$1.04	\$104.13	\$6.2480	\$110.38	\$23.66	\$86.87	\$8.69
NEWPORT MENTHOL 100 SOFT PACK	\$88.40	5.00	\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$25.66	\$79.29	\$7.93
NEWPORT MENTHOL KING SOFT PACK	\$88.40	5.00	\$0.84	\$84.24	\$10.80	\$95.04	\$2.85	\$97.89		\$97.89		\$0.98	\$98.87	\$5.9323	\$104.80	\$25.66	\$79.29	\$7.93
NEWPORT MENTHOL GOLD 100	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09		\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42



Louisiana Office of Alcohol and Tobacco Control

Commissioner Chad Brown



VALID FOR 2/01/2026 through 2/28/2026	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	0.01	0.06	Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
	10 Packs per Carton																	
NEWPORT MENTHOL GOLD 100 BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09	\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42	
NEWPORT MENTHOL GOLD BX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09	\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42	
NEWPORT MENTHOL GOLD KINGS	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09	\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42	
NEWPORT PLATINUM BLUE 100 BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09	\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42	
NEWPORT PLATINUM BLUE BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09	\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42	
NEWPORT SMOOTH SELECT 100 BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09	\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42	
NEWPORT SMOOTH SELECT BOX	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09	\$1.04	\$104.13	\$6.2480	\$110.38	\$16.16	\$94.22	\$9.42	
NEWPORT NON-MENTHOL GREEN 100 BOX*	\$88.40		\$0.89	\$89.29	\$10.80	\$100.09	\$3.00	\$103.09		\$103.09	\$1.04	\$104.13	\$6.2480	\$110.38				
NEWPORT NON-MENTHOL 100 BOX	\$78.60		\$0.79	\$79.39	\$10.80	\$90.19	\$2.71	\$92.90		\$92.90	\$0.93	\$93.83	\$5.6295	\$99.46	\$14.16	\$85.30	\$8.53	
NEWPORT NON-MENTHOL BX	\$78.60		\$0.79	\$79.39	\$10.80	\$90.19	\$2.71	\$92.90		\$92.90	\$0.93	\$93.83	\$5.6295	\$99.46	\$14.16	\$85.30	\$8.53	
NEWPORT NON-MENTHOL GOLD 100 BOX	\$78.60		\$0.79	\$79.39	\$10.80	\$90.19	\$2.71	\$92.90		\$92.90	\$0.93	\$93.83	\$5.6295	\$99.46	\$14.16	\$85.30	\$8.53	
NEWPORT NON-MENTHOL GOLD BOX	\$78.60		\$0.79	\$79.39	\$10.80	\$90.19	\$2.71	\$92.90		\$92.90	\$0.93	\$93.83	\$5.6295	\$99.46	\$14.16	\$85.30	\$8.53	
NOW MENTHOL GREEN	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
NOW MENTHOL GREEN 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
NOW RED	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
NOW RED 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
OLD GOLD BLUE FILTER 100	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32	
OLD GOLD FILTER 100 BOX	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32	
OLD GOLD FILTER BOX	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32	
OLD GOLD FILTER KING	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32	
OLD GOLD GOLD 100 BOX	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32	
OLD GOLD GOLD BOX	\$108.90		\$1.09	\$109.99	\$10.80	\$120.79	\$3.62	\$124.41		\$124.41	\$1.25	\$125.66	\$7.5398	\$133.20	\$0.00	\$133.20	\$13.32	
PALL MALL CLASSIC NON-FILTER	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
PALL MALL VINTAGE GOLD 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
PALL MALL BLUE FILTER 100 BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL BLUE FILTER BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL CLASSIC MENTHOL 100 BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL CLASSIC MENTHOL BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL MENTHOL BLACK FILTER 100 BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL MENTHOL BLACK FILTER BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL MENTHOL GREEN FILTER 100 BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL MENTHOL GREEN FILTER BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL MENTHOL WHITE FILTER BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL MENTHOL WHITE FILTER 100 BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL ORANGE FILTER 100 BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL ORANGE FILTER BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL RED FILTER 100 BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL RED FILTER BOX	\$77.10		\$0.78	\$77.88	\$10.80	\$88.68	\$2.66	\$91.34		\$91.34	\$0.92	\$92.26	\$5.5356	\$97.80	\$20.16	\$77.64	\$7.76	
PALL MALL SELECT BLUE 80 BX	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46				
PALL MALL SELECT GREEN 80 BX	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46				
PALL MALL SELECT RED 80 BX	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46				
PALL MALL SELECT BLUE 100 BX	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46				
PALL MALL SELECT GREEN 100 BX	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46				
PALL MALL SELECT RED 100 BX	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46				
STATE EXPRESS 555 GOLD BOX FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
TAREYTON CLASSIC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
TAREYTON CLASSIC 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
TRUE BLUE 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
TRUE BLUE 100 BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	
TRUE BLUE BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82	\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43	



Louisiana Office of Alcohol and Tobacco Control

Commissioner Chad Brown



VALID FOR 2/01/2026 through 2/28/2026	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	0.01	0.03	0.01	0.06	Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
	10 Packs per Carton																			
TRUE BLUE KINGS	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
TRUE MENTHOL GREEN 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
TRUE MENTHOL GREEN KINGS	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
VANTAGE CLASSIC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
VANTAGE CLASSIC 100	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
VANTAGE CLASSIC MENTHOL	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
VANTAGE CLASSIC MENTHOL 100S FSC	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
VANTAGE CLASSIC SILVER 100 BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
VANTAGE CLASSIC SILVER BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
VANTAGE CLASSIC SILVER 100 BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
VANTAGE CLASSIC SILVER BOX	\$118.90		\$1.19	\$120.09	\$10.80	\$130.89	\$3.93	\$134.82		\$134.82		\$1.35	\$136.17	\$8.1700	\$144.34	\$0.00	\$144.34	\$14.43		
**Optional Menthol																				
SANTA FE NATURAL TOBACCO CO. (SFNTC)																				
NATURAL AMERICAN SPIRIT NON FILTER HP BROWN 6M	\$90.00		\$0.90	\$90.90	\$10.80	\$101.70	\$3.05	\$104.75		\$104.75		\$1.05	\$105.80	\$6.3481	\$112.15	\$1.66	\$110.49	\$11.05		
NATURAL AMERICAN SPIRIT PERIQUE RICH HP GRAY 6M	\$90.00		\$0.90	\$90.90	\$10.80	\$101.70	\$3.05	\$104.75		\$104.75		\$1.05	\$105.80	\$6.3481	\$112.15	\$1.66	\$110.49	\$11.05		
NATURAL AMERICAN SPIRIT FULL BODIED TAST US GROWN HP DARK BLUE	\$90.00		\$0.90	\$90.90	\$10.80	\$101.70	\$3.05	\$104.75		\$104.75		\$1.05	\$105.80	\$6.3481	\$112.15	\$1.66	\$110.49	\$11.05		
NATURAL AMERICAN SPIRIT MELLOW TASTE US GROWN HP TAN	\$90.00		\$0.90	\$90.90	\$10.80	\$101.70	\$3.05	\$104.75		\$104.75		\$1.05	\$105.80	\$6.3481	\$112.15	\$1.66	\$110.49	\$11.05		
NATURAL AMERICAN SPIRIT HP CELADON	\$90.00		\$0.90	\$90.90	\$10.80	\$101.70	\$3.05	\$104.75		\$104.75		\$1.05	\$105.80	\$6.3481	\$112.15	\$1.66	\$110.49	\$11.05		
NATURAL AMERICAN SPIRIT SMOOTH MELLO HP ORANGE	\$90.00		\$0.90	\$90.90	\$10.80	\$101.70	\$3.05	\$104.75		\$104.75		\$1.05	\$105.80	\$6.3481	\$112.15	\$1.66	\$110.49	\$11.05		
NATURAL AMERICAN SPIRIT TASTE HUNTER	\$90.00		\$0.90	\$90.90	\$10.80	\$101.70	\$3.05	\$104.75		\$104.75		\$1.05	\$105.80	\$6.3481	\$112.15	\$1.66	\$110.49	\$11.05		
NATURAL AMERICAN SPIRIT ORGANIC SKY 6M	\$94.80		\$0.95	\$95.75	\$10.80	\$106.55	\$3.20	\$109.75		\$109.75		\$1.10	\$110.85	\$6.6508	\$117.50	\$1.66	\$115.84	\$11.58		
NATURAL AMERICAN SPIRIT MELLOW TASTE MENTHOL HP GREEN	\$94.80		\$0.95	\$95.75	\$10.80	\$106.55	\$3.20	\$109.75		\$109.75		\$1.10	\$110.85	\$6.6508	\$117.50	\$1.66	\$115.84	\$11.58		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE MENTHOL HP DARK GREEN	\$94.80		\$0.95	\$95.75	\$10.80	\$106.55	\$3.20	\$109.75		\$109.75		\$1.10	\$110.85	\$6.6508	\$117.50	\$1.66	\$115.84	\$11.58		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE ORGANIC HP TURQUOISE	\$94.80		\$0.95	\$95.75	\$10.80	\$106.55	\$3.20	\$109.75		\$109.75		\$1.10	\$110.85	\$6.6508	\$117.50	\$1.66	\$115.84	\$11.58		
NATURAL AMERICAN SPIRIT TASTE ORGANIC HP GOLD	\$94.80		\$0.95	\$95.75	\$10.80	\$106.55	\$3.20	\$109.75		\$109.75		\$1.10	\$110.85	\$6.6508	\$117.50	\$1.66	\$115.84	\$11.58		
ITG BRANDS																				
WINSTON	\$82.44		\$0.83	\$83.27	\$10.80	\$94.07	\$2.82	\$96.89		\$96.89		\$0.97	\$97.86	\$5.8717	\$103.73	\$31.00	\$72.73	\$7.27		
WINSTON SELECT	\$50.54		\$0.51	\$51.05	\$10.80	\$61.85	\$1.86	\$63.71		\$63.71		\$0.64	\$64.35	\$3.8607	\$68.21	\$41.70	\$26.50	\$2.65		
KOOL	\$83.14		\$0.84	\$83.98	\$10.80	\$94.78	\$2.84	\$97.62		\$97.62		\$0.98	\$98.60	\$5.9162	\$104.52	\$48.00	\$56.52	\$5.62		
KOOL LUXE	\$83.14		\$0.84	\$83.98	\$10.80	\$94.78	\$2.84	\$97.62		\$97.62		\$0.98	\$98.60	\$5.9162	\$104.52	\$63.60	\$40.92	\$4.09		
KOOL BLACK	\$51.24		\$0.52	\$51.76	\$10.80	\$62.56	\$1.88	\$64.44		\$64.44		\$0.65	\$65.09	\$3.9052	\$69.00	\$49.90	\$19.10	\$1.91		
USA GOLD BRANDS	\$86.55		\$0.87	\$87.42	\$10.80	\$98.22	\$2.95	\$101.17		\$101.17		\$1.02	\$102.19	\$6.1312	\$108.32	\$0.00	\$108.32	\$10.83		
MAVERICK	\$62.89		\$0.63	\$63.52	\$10.80	\$74.32	\$2.23	\$76.55		\$76.55		\$0.77	\$77.32	\$4.6392	\$81.96	\$9.50	\$72.46	\$7.24		
FORTUNA BRANDS	\$80.24		\$0.81	\$81.05	\$10.80	\$91.85	\$2.76	\$94.61		\$94.61		\$0.95	\$95.56	\$5.7333	\$101.29	\$0.00	\$101.29	\$10.13		
RAVE BRANDS	\$80.24		\$0.81	\$81.05	\$10.80	\$91.85	\$2.76	\$94.61		\$94.61		\$0.95	\$95.56	\$5.7333	\$101.29	\$0.00	\$101.29	\$10.13		
SALEM	\$98.44		\$0.99	\$99.43	\$10.80	\$110.23	\$3.31	\$113.54		\$113.54		\$1.14	\$114.68	\$6.8806	\$121.56	\$0.00	\$121.56	\$12.16		
CROWNS BRANDS	\$30.99		\$0.31	\$31.30	\$10.80	\$42.10	\$1.26	\$43.36		\$43.36		\$0.44	\$43.80	\$2.6282	\$46.43	\$4.00	\$42.43	\$4.24		
MONTCLAIR BRANDS	\$45.85		\$0.46	\$46.31	\$10.80	\$57.11	\$1.71	\$58.82		\$58.82		\$0.59	\$59.41	\$3.5648	\$62.98	\$0.00	\$62.97	\$6.29		
SONOMA BRANDS	\$51.40		\$0.52	\$51.92	\$10.80	\$62.72	\$1.88	\$64.60		\$64.60		\$0.65	\$65.25	\$3.9151	\$69.17	\$25.50	\$43.67	\$4.36		
LIGGETT VECTOR BRANDS																				
EVE AMETHYST 120S BOX	\$83.64		\$0.84	\$84.48	\$10.80	\$95.28	\$2.86	\$98.14		\$98.14		\$0.99	\$99.13	\$5.9477	\$105.08	\$2.00	\$103.08	\$10.31		
EVE MENTHOL EMERALD 120S BOX	\$83.64		\$0.84	\$84.48	\$10.80	\$95.28	\$2.86	\$98.14		\$98.14		\$0.99	\$99.13	\$5.9477	\$105.08	\$2.00	\$103.08	\$10.31		
EVE SAPPHIRE 120S BOX	\$83.64		\$0.84	\$84.48	\$10.80	\$95.28	\$2.86	\$98.14		\$98.14		\$0.99	\$99.13	\$5.9477	\$105.08	\$2.00	\$103.08	\$10.31		



Louisiana Office of Alcohol and Tobacco

Control

Commissioner Chad Brown



VALID FOR 2/01/2026 through 2/28/2026	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																		
EVE MENTHOL TURQUOISE 120S BOX	\$83.64		\$0.84	\$84.48	\$10.80	\$95.28	\$2.86	\$98.14		\$98.14		\$0.99	\$99.13	\$5.9477	\$105.08	\$2.00	\$103.08	\$10.31
GRAND PRIX NON FILTER KINGS BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
GRAND PRIX RED KINGS BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
GRAND PRIX RED 100S BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
GRAND PRIX BLUE KINGS BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
GRAND PRIX BLUE 100S BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
GRAND PRIX ORANGE 100S BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
GRAND PRIX MENTHOL GOLD KINGS BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
GRAND PRIX MENTHOL GOLD 100S BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
GRAND PRIX MENTHOL SILVER 100S BOX	\$78.24		\$0.79	\$79.03	\$10.80	\$89.83	\$2.69	\$92.52		\$92.52		\$0.93	\$93.45	\$5.6073	\$99.06	\$2.00	\$97.06	\$9.71
LIGGETT SELECT NON FILTER KINGS BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT RED KINGS BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT RED 100S BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT BLUE KINGS BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT BLUE 100S BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT ORANGE 100S BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT MENTHOL GOLD KINGS BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT MENTHOL GOLD 100S BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT MENTHOL SILVER KINGS BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
LIGGETT SELECT MENTHOL SILVER 100S BOX	\$81.19		\$0.82	\$82.01	\$10.80	\$92.81	\$2.78	\$95.59		\$95.59		\$0.96	\$96.55	\$5.7933	\$102.35	\$7.00	\$95.35	\$9.53
EAGLE 20'S NON FILTER KINGS BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S RED KINGS BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S RED 100S BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S BLUE KINGS BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S BLUE 100S BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S ORANGE KINGS BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S ORANGE 100S BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S MENTHOL GOLD KINGS BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S MENTHOL GOLD 100S BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S MENTHOL SILVER KINGS BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$6.00	\$70.91	\$7.09
EAGLE 20'S MENTHOL SILVER 100S BOX	\$58.35		\$0.59	\$58.94	\$10.80	\$69.74	\$2.09	\$71.83		\$71.83		\$0.72	\$72.55	\$4.3531	\$76.91	\$7.00	\$69.91	\$6.99
MONTEGO RED 100S BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
MONTEGO BLUE 100S BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
MONTEGO ORANGE 100S BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
MONTEGO MENTHOL GOLD 100S BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
MONTEGO MENTHOL SILVER 100S BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
MONTEGO RED KINGS BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
MONTEGO BLUE KINGS BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
MONTEGO MENTHOL GOLD KINGS BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
MONTEGO MENTHOL SILVER KINGS BOX	\$38.55		\$0.39	\$38.94	\$10.80	\$49.74	\$1.49	\$51.23		\$51.23		\$0.52	\$51.75	\$3.1051	\$54.86	\$7.00	\$47.86	\$4.79
PYRAMID NON FILTER KINGS BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID RED KINGS BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID RED 100S BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID BLUE KINGS BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID BLUE 100S BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID ORANGE KINGS BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID ORANGE 100S BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID MENTHOL GOLD KINGS BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID MENTHOL GOLD 100S BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID MENTHOL SILVER KINGS BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69
PYRAMID MENTHOL SILVER 100S BOX	\$67.35		\$0.68	\$68.03	\$10.80	\$78.83	\$2.36	\$81.19		\$81.19		\$0.82	\$82.01	\$4.9209	\$86.94	\$0.00	\$86.94	\$8.69

USA	\$55.04	\$0.56	\$55.60	\$10.80	\$66.40	\$1.99	\$68.39		\$68.39		\$0.69	\$69.08	\$4.1449	\$73.23	\$0.00	\$73.23	\$7.32
SELECT	\$55.04	\$0.56	\$55.60	\$10.80	\$66.40	\$1.99	\$68.39		\$68.39		\$0.69	\$69.08	\$4.1449	\$73.23	\$0.00	\$73.23	\$7.32



Louisiana Office of Alcohol and Tobacco Control

Commissioner Chad Brown



VALID FOR 2/01/2026 through 2/28/2026		0.01		10.8		0.03		0.01		0.06		REBATE REQUIRED TO BE PASSED ON		RETAIL MIN PRICE PER CARTON		RETAIL MINIMUM \$/PACK		
		Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Mark up 6%	WS + Mark Up	Retail Min price per carton	RETAIL Minimum \$/Pack		
10 Packs per Carton																		
NEW YORK CUT	\$56.34		\$0.57	\$56.91	\$10.80	\$67.71	\$2.03	\$69.74		\$69.74		\$0.70	\$70.44	\$4.2265	\$74.67	\$0.00	\$74.67	\$7.47
BLACK & GOLD (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
CIGARETTELOS (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
HAVANA OVALS (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
HINT MENTHOL (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
MCD (ALL STYLES) (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
ECHO BRANDS	\$31.50		\$0.32	\$31.82	\$10.80	\$42.62	\$1.28	\$43.90		\$43.90		\$0.44	\$44.34	\$2.6603	\$47.00	\$0.00	\$47.00	\$4.70
EDGEFIELD	\$22.05		\$0.23	\$22.28	\$10.80	\$33.08	\$0.99	\$34.07		\$34.07		\$0.35	\$34.42	\$2.0653	\$36.49	\$0.00	\$36.49	\$3.65
BERLEY	\$18.75		\$0.19	\$18.94	\$10.80	\$29.74	\$0.89	\$30.63		\$30.63		\$0.31	\$30.94	\$1.8565	\$32.80	\$0.00	\$32.80	\$3.28
24/7	\$19.75		\$0.20	\$19.95	\$10.80	\$30.75	\$0.92	\$31.67		\$31.67		\$0.32	\$31.99	\$1.9196	\$33.91	\$0.00	\$33.91	\$3.39
ACE-India (Discontinued)	\$22.79		\$0.23	\$23.02	\$10.80	\$33.82	\$1.01	\$34.83	\$0.50	\$34.33		\$0.35	\$34.68	\$2.0811	\$36.77	\$0.00	\$36.77	\$3.68
GOLD CREST (Discontinued)	\$22.29		\$0.23	\$22.52	\$10.80	\$33.32	\$1.00	\$34.32	\$0.50	\$33.82		\$0.34	\$34.16	\$2.0496	\$36.21	\$0.00	\$36.21	\$3.62
JTI BRANDS																		
WAVE	\$53.44		\$0.54	\$51.20	\$10.80	\$62.00	\$1.86	\$63.86	\$5.00	\$58.86		\$0.59	\$59.45	\$3.5670	\$63.02	\$17.15	\$45.87	\$4.59
WINGS	\$38.50		\$0.39	\$38.89	\$10.80	\$49.69	\$1.49	\$51.18		\$51.18		\$0.52	\$51.70	\$3.1020	\$54.80	\$0.00	\$54.80	\$5.48
EXPORT 'A'	\$69.15		\$0.70	\$69.85	\$10.80	\$80.65	\$2.42	\$83.07	\$0.00	\$83.07		\$0.84	\$83.91	\$5.0346	\$88.94	\$0.00	\$88.94	\$8.89
LD BY L. DUCAT	\$32.65		\$0.33	\$32.98	\$10.80	\$43.78	\$1.31	\$45.09	\$5.50	\$39.59		\$0.40	\$39.99	\$2.3996	\$42.39	\$16.10	\$26.29	\$2.63
CHEYENNE INTERNATIONAL																		
CHEYENNE	\$25.45		\$0.26	\$25.71	\$10.80	\$36.51	\$1.10	\$37.61		\$37.61		\$0.38	\$37.99	\$2.2791	\$40.26	\$0.00	\$40.26	\$4.03
DECADE	\$25.86		\$0.26	\$26.12	\$10.80	\$36.92	\$1.11	\$38.03		\$38.03		\$0.39	\$38.42	\$2.3051	\$40.72	\$0.00	\$40.72	\$4.07
AURA	\$43.19		\$0.44	\$43.63	\$10.80	\$54.43	\$1.63	\$56.06	\$10.00	\$46.06		\$0.47	\$46.53	\$2.7920	\$49.32	\$0.00	\$49.32	\$4.93
US LEAF/PREMIER BRANDS																		
1ST CLASS	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54	\$4.00	\$56.54		\$0.57	\$57.11	\$3.4268	\$60.54	\$60.54	\$6.05	
1839	\$47.20		\$0.48	\$47.68	\$10.80	\$58.48	\$1.75	\$60.23		\$60.23		\$0.61	\$60.84	\$3.6507	\$64.50	\$5.50	\$59.00	\$5.90
Ace	\$33.70		\$0.34	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$8.70	\$28.38		\$0.29	\$28.67	\$1.7202	\$30.39		\$30.39	\$3.04
SHIELD	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54		\$60.54		\$0.61	\$61.15	\$3.6692	\$64.82	\$5.50	\$59.32	\$5.93
TRAFFIC	\$27.95		\$0.28	\$28.23	\$10.80	\$39.03	\$1.17	\$40.20	\$8.00	\$32.20		\$0.33	\$32.53	\$1.9519	\$34.48	\$3.48	\$34.48	\$3.45
ULTRA BUY	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54	\$1.00	\$59.54		\$0.60	\$60.14	\$3.6086	\$63.75	\$4.45	\$59.30	\$5.95
WILDHORSE	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54		\$60.54		\$0.61	\$61.15	\$3.6692	\$64.82	\$10.00	\$54.82	\$5.48
MANITOU	\$48.75		\$0.49	\$49.24	\$10.80	\$60.04	\$1.80	\$61.84		\$61.84		\$0.62	\$62.46	\$3.7477	\$66.21	\$3.00	\$63.21	\$6.32
SMOKIN' JOES MARKET	\$22.00		\$0.22	\$22.22	\$10.80	\$33.02	\$0.99	\$34.01		\$34.01		\$0.35	\$34.36	\$2.0616	\$36.42	\$0.00	\$36.42	\$3.64
CARNIVAL	\$23.60		\$0.24	\$23.84	\$10.80	\$34.64	\$1.04	\$35.68		\$35.68		\$0.36	\$36.04	\$2.1624	\$38.20	\$0.00	\$38.20	\$3.82
TIMELESS TIME	\$22.20		\$0.23	\$22.43	\$10.80	\$33.23	\$1.00	\$34.23		\$34.23		\$0.35	\$34.58	\$2.0746	\$36.65	\$0.00	\$36.65	\$3.67
THIS	\$17.20		\$0.18	\$17.38	\$10.80	\$28.18	\$0.85	\$29.03		\$29.03		\$0.30	\$29.33	\$1.7595	\$31.08	\$0.00	\$31.08	\$3.11
SMK FRIENDLY BRANDS	\$23.71		\$0.24	\$23.95	\$10.80	\$34.75	\$1.04	\$35.79		\$35.79		\$0.36	\$36.15	\$2.1692	\$38.32	\$0.00	\$38.32	\$3.83
COUTURE	\$24.40		\$0.25	\$24.65	\$10.80	\$35.45	\$1.06	\$36.51		\$36.51		\$0.37	\$36.88	\$2.2130	\$39.10	\$0.00	\$39.10	\$3.91
DOSAL BRANDS																		
Brand 305	\$27.30		\$0.28	\$27.58	\$10.80	\$38.38	\$1.15	\$39.53		\$39.53		\$0.40	\$39.93	\$2.3959	\$42.33	\$0.00	\$42.33	\$4.23
Brand DTC	\$27.15		\$0.28	\$27.43	\$10.80	\$38.23	\$1.15	\$39.38		\$39.38		\$0.40	\$39.78	\$2.3866	\$42.16	\$0.00	\$42.16	\$4.22
SENECA BRANDS																		
SENECA	\$28.99	0.41	\$0.29	\$28.87	\$10.80	\$39.67	\$1.19	\$40.86	\$3.15	\$37.71		\$0.38	\$38.09	\$2.2854	\$40.38	\$0.00	\$40.38	\$4.04
SENECA 120'S	\$31.99	0.25	\$0.32	\$32.06	\$10.80	\$42.86	\$1.29	\$44.15	\$3.15	\$41.00		\$0.41	\$41.41	\$2.4846	\$43.89	\$0.00	\$43.89	\$4.39

NASCO PRODUCTS - VLN, PINNACLE, AND SF BRANDS



**Louisiana Office of Alcohol and Tobacco
Control
Commissioner Chad Brown**



VALID FOR 2/01/2026 through 2/28/2026	0.01		10.8		0.03		0.01		0.06		0.01		0.06		0.01		0.06	
	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
10 Packs per Carton																		
	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
VLN King Box	\$64.50	0.65	\$65.15	\$10.80	\$75.95	\$2.28	\$78.23		\$78.23		\$0.79	\$79.02	\$4.74	\$83.76	\$0.00	\$83.76	\$8.38	
VLN Menthol King Box	\$64.50	0.65	\$65.15	\$10.80	\$75.95	\$2.28	\$78.23		\$78.23		\$0.79	\$79.02	\$4.74	\$83.76	\$0.00	\$83.76	\$8.38	
Pinnacle Full Flavor 100s	\$34.25	0.35	\$34.60	\$10.80	\$45.40	\$1.36	\$46.76		\$46.76		\$0.47	\$47.23	\$2.83	\$50.07	\$0.00	\$50.07	\$5.01	
Pinnacle Full Flavor King	\$34.25	0.35	\$34.60	\$10.80	\$45.40	\$1.36	\$46.76		\$46.76		\$0.47	\$47.23	\$2.83	\$50.07	\$0.00	\$50.07	\$5.01	
Pinnacle Gold 100s	\$34.25	0.35	\$34.60	\$10.80	\$45.40	\$1.36	\$46.76		\$46.76		\$0.47	\$47.23	FALSE	\$47.23	\$0.00	\$47.23	\$4.72	
Pinnacle Menthol 100s	\$34.25	0.35	\$34.60	\$10.80	\$45.40	\$1.36	\$46.76		\$46.76		\$0.47	\$47.23	\$2.83	\$50.07	\$0.00	\$50.07	\$5.01	
SF Red King Size Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Blue King Size Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Gray King Size Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Menthol Dark Green King Size Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Menthol Pale Green King Size Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Non-Filter King Size Box Pack	\$37.45	0.38	\$37.83	\$10.80	\$48.63	\$1.46	\$50.09		\$50.09		\$0.51	\$50.60	\$3.04	\$53.63	\$0.00	\$53.63	\$5.36	
SF Red 100's Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Blue 100's Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Gray 100's Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Menthol Dark Green 100's Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	
SF Menthol Pale Green 100's Box	\$34.00	0.34	\$34.34	\$10.80	\$45.14	\$1.35	\$46.49		\$46.49		\$0.47	\$46.96	\$2.82	\$49.78	\$0.00	\$49.78	\$4.98	